



Evaluation of Training

“on a shoe string”

Storming the Sound Central

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Local **Hazardous Waste Management** Program in King County
LOCAL GOVERNMENTS FOR HEALTH AND THE ENVIRONMENT

Getting to Know You

- Why do you need to do an evaluation?
- What is the purpose of evaluation?





Background

- Behavior Change?? Factors:
 - Predisposing - knowledge, attitude, beliefs and readiness to change
 - Enabling - include available resources, skills and technology
 - Reinforcing - Community or institutional support, peer influence and opinion leader involvement



Environmental Education Objectives

- Increase awareness
- Increase knowledge
- Influence attitudes and/or beliefs
- Develop skills
- Reinforce behaviors
- Build community or institutional support
- Facilitate service or information access



Evaluation of Training - Aspects

- **Needs Assessment**
- **Design**
- **Delivery**
- **Reaction (Customer Satisfaction)**
- **Learning**
- **Application or Results (Behavior)**
- **Retention**
- **Extension or Replication**
- **Valuing**
- **Alternatives**
- **Return On Investment**

Delivery

- Evidence that the actual training was:
 - Announced
 - Attended
 - Supported
 - Presented as proposed



Reaction or Customer Satisfaction

- Participant's opinion on the
 - Relevance
 - Comprehensibility
 - Comprehensiveness
 - Logistics



Learning

- Evidence that participants “mastered content”
 - Awareness
 - Knowledge
 - Attitudes and/or beliefs
 - Skills
- *Unintended as well as intended effects*



Application or Results

- Participants *appropriately used*, and *continued* to use
- Most difficult and expensive element



Hispanic Janitorial Workers

- Logic Model
- Customer satisfaction
- Learning
- Use



Hispanic Janitorial Workers

- Learning
 - Initial survey
- Use (Behavior)
 - Four week survey
 - Changed practices? Products, labels
 - Change in health?
 - Change in customers?





Where does that shoestring come in?

- Do what you can, with what you have
- Budget for Evaluation?
- Select one element that is important to you and your stakeholders
 - Customer satisfaction
 - Learning
 - Results



Delivery - Evidence

- Evidence that the actual training was:
 - Announced
 - Attended
 - Supported
 - Presented as proposed
- Compare plan against:
 - Attendance record sheets
 - Delivered contents
 - Personal observation of a *skilled* observer

Customer Satisfaction - Evidence

- Participant's opinion on the
 - Relevance
 - Comprehensibility
 - Comprehensiveness
 - Logistics
- Methods
 - Survey
 - Observation
 - Other



Learning - Evidence

- Evidence of changes in
 - Awareness
 - Knowledge
 - Attitudes and/or beliefs
 - Skills
- Methods
 - Demonstration
 - Survey
 - Others



Application or Results - Evidence

- Participants *appropriately used*, and *continued* to use
- Check on:
 - Performance
 - Product
 - Person
 - Peers





Evaluation Design Also Includes

- Data Collection
- Reporting
 - Who wants to know about it, and why?
 - Program staff
 - Funders
 - Stakeholders



Your Turn

- Create one way to measure an indicator for one of the project elements



Thank You

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